

Message Text

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64

ACTION ARA-10

INFO OCT-01 EA-07 ISO-00 AGR-05 EB-07 STR-04 CIAE-00

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R 072323Z OCT 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 0426

INFO AMEMBASSY LIMA

AMEMBASSY MANILA

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E. O. 11652: N/A

TAGS: EGEN, EARG, MX

SUBJECT: FORMATION OF MULTINATIONAL SUGAR FIRM

1. MEXICAN NEWS MEDIA OF OCTOBER 7 REPORT THE FORMATION OF A MULTINATIONAL SUGAR FIRM COMPOSED OF LA SUGAR PRODUCING COUNTRIES(PLUS PHILLIPPINES) TO BE HEADQUARTERED IN MEXICO CITY. ACCORDING TO FRANCISCO CANO ESCALANTE, EXECUTIVE DIRECTOR OF NATIONAL SUGAR INDUSTRY COMMISSION, THE DECISION TO FORM THIS COMPANY: (1) SUPPORTS MEXICO'S POLICY OF THE DEFENSE OF PRIMARY MATERIALS, AND (2) PAVES THE WASY FOR INITIATION OF SELA ACTIVITIES. CANO ALSO MENTIONED THAT THE MEMBERSHIP OF THE PHILIPPINES IN THIS ENTERPRISE IS WELCOMED, AS THIS WILL INCREASE THE MARKET SHARE OF PARTICIPANTS BY TEN PERCENT.

2. COMMENT: EMBASSY NOTES THAT THERE HAVE RECENTLY BEEN REPORTS OF THE POSSIBLE IMPORTATION OF SUGAR BY MEXICO AS A RESULT OF INCREASES IN DOMESTIC DEMAND OUT-STRIPPING PRODUCTION INCREASES AND ELIMINATING EXPORTABLE SURPLUSES. MOREOVER, 1975 SUGAR PRODUCTION IS EXPECTED TO BE LESS THAN IN 1974, AND PER CAPITA CONSUMPTION HERE CONTINUES ON THE RISE. ALL THIS

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LEADS AGATT TO BELIEVE IT WILL BE DIFFICULT FOR MEXICO

TO CONTINUE AS SIGNIFICANT EXPORTER, UNLESS THE GOM
CHANGES ITS POLICY TOWARD SUGAR AND DEVOTES MORE ATTENTION
AND RESOURCES TO INCREASING PRODUCTION. PERHAPS ANTICIPATING
SUCH A POLICY CHANGE, CANO ESCALANTE ASSERTS THAT MEXICO
WILL REMAIN A SUGAR EXPORTER, AND IS OBVIOUSLY PLEASED
THAT MEXICO IS TO BE HEADQUARTERS OF NEW MULTINATIONAL
CORPORATION.

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